INTRODUCTION
The used car market has been in the Indian auto market for years, but due to risky and unorganized nature of buying used cars without any warranty, and due to lack of certification of used cars, the pre-owned car business has been unable to become a significant part of the auto industry. From the last four years, with major car manufacturers entering into the pre-owned car business in a big way, India, the competition between pre-owned cars and new cars has reached its peak. All these pre-owned cars are generally termed as “Certified Used Cars”, as they are provided warranty and certified quality from the car dealers. Different car manufacturers have entered the pre-owned car business with different objectives, and they have different marketing strategies and priorities in entering into the pre-owned car business. Maruti Udyog Limited is the first car maker to enter into the pre-owned car business in a more organized way with their “Maruti True Value” brand of outlets. The Research design was Descriptive research design. The primary data has been collected through semi-structured questionnaire from a sample of 20 unorganized pre-owned car dealers and 30 organized pre-owned car dealers of car makers, in Mysore. The sampling method was Random Method. The data has been analyzed using SPSS for statistical analysis and testing of hypothesis. Percentage method and T- Test has been used for analysis the data. The pre-owned car market may be transformed into a more organized market with the advent of Indian and global car makers and other major corporate houses of India.

OBJECTIVES
The following are the objectives:
- To study the preference of customers towards organized and unorganized market during the purchase of pre-owned car.
- To explore the factors influencing the purchase behavior of customers towards the purchase of a pre-owned car.
- To understand the pre-owned car market in India.

SCOPE OF THE STUDY
This study is an attempt to analyze the consumer buying behavior and preference towards the usage of used cars and the Consumer search things for their need satisfaction. Also evaluation of the used car markets organized and unorganized, how consumers react and respond towards used car markets. So the scope of this study is to cover the full view of the customer and their preference pattern and used car market

Review of Literature
A used car can be much cheaper than its new counterpart. The depreciation is lesser and car financing too can be obtained easily. A survey was conducted and it was revealed that the demand for the used car market in India per year is 1.4 million cars (Carzoo 2012).

India represents one of the world's largest car markets. Easy availability of finance, and rising income levels are encouraging the launch of new car models which have been leading to a stupendous growth of the industry for the past few years. Besides, the entry of various international players has also had a positive impact on the used car market. Thus, the demand for used cars is anticipated to continue to grow at a stupendous rate in the future. According to the latest study on the sector, the Indian used car industry possesses a significant potential, with overall market expected to grow at a CAGR of around 22% during 2011-2014 to reach 3.9 Million Units by 2014-end (RNCOS E-Services Private Limited 2011).

Owners of used cars have an informational advantage over potential buyers with respect to the quality of their vehicles. Owners of bad cars will try to sell them to unsuspecting buyers while owners of good cars will hold on to theirs. Consequently, the quality of traded automobiles should be sub-average (WinandEmons 2002). New car dealers (who sell both new and used cars) differ from used car dealers (who sell only used cars) in the propensity to sell trade-ins on the wholesale market. Models of adverse selection suggest that the deal-
er type that sells a higher proportion of its trade-ins on the wholesale market will sell, on average, cars of higher quality and receive in return a higher price (David Genesove 1993). Economic studies have shown that the prices of used cars decline with age at a constant exponential rate (Susan Rose Ackerman 2007).

**RESEARCH METHODOLOGY**

**Research Design:** Descriptive research design

**Primary Data**
The primary data has been collected through semi-structured questionnaire from a sample of 20 unorganized pre-owned car dealers and 30 organized pre-owned car dealers of car makers, in Mysore.

**Secondary Data**
The secondary data has been collected from various auto magazines, journals, newspapers and online information related to the pre-owned car market.

**Sampling Size:** 50

**Sampling Method – Random Method**

**Statistical Tool**
The data has been analyzed using SPSS for statistical analysis and testing of hypothesis. Percentage method and T-Test has been used for analysis the data.

**LIMITATIONS**
Following are the limitations of the study.
- Lack of Time was the most important limitation.
- Sample size was only 50.
- Study restricted to Mysore only.
- The Study restricted to pre-owned car market.

**DATA ANALYSIS AND INTERPRETATION**

**HYPOTHESIS**
To fulfill the objective of the study, following statistical hypothesis was constructed and tested subsequently.

- H01: Factors Not influencing perception of customers towards pre-owned cars.
- H11: Factors influencing perception of customers towards pre-owned cars.
- H02: Reasons are not influencing preference towards unorganized market for the purchase of pre-owned cars.
- H12: Reasons are influencing preference towards unorganized market for the purchase of pre-owned cars.
- H03: Reasons are not influencing preference towards organized market for the purchase of pre-owned cars.
- H13: Reasons are influencing preference towards organized market for the purchase of pre-owned cars.

**Overall Consumer perception while buying pre-owned car:**

<table>
<thead>
<tr>
<th>One-Sample t-test</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>t-value</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving skill</td>
<td>50</td>
<td>4.06</td>
<td>0.767</td>
<td>9.773</td>
<td>0.00</td>
</tr>
<tr>
<td>Desire</td>
<td>50</td>
<td>3.82</td>
<td>0.873</td>
<td>6.639</td>
<td>0.00</td>
</tr>
<tr>
<td>Budget</td>
<td>50</td>
<td>3.50</td>
<td>1.074</td>
<td>3.293</td>
<td>0.002</td>
</tr>
<tr>
<td>Cheaper</td>
<td>50</td>
<td>3.32</td>
<td>1.332</td>
<td>1.689</td>
<td>0.096</td>
</tr>
<tr>
<td>Resale Value</td>
<td>50</td>
<td>2.82</td>
<td>1.224</td>
<td>-1.040</td>
<td>0.303</td>
</tr>
<tr>
<td>Company Image</td>
<td>50</td>
<td>2.76</td>
<td>1.349</td>
<td>-1.258</td>
<td>0.214</td>
</tr>
<tr>
<td>Availability of Spare parts</td>
<td>50</td>
<td>2.88</td>
<td>1.043</td>
<td>-0.814</td>
<td>0.420</td>
</tr>
<tr>
<td>After sales services</td>
<td>50</td>
<td>2.84</td>
<td>1.131</td>
<td>-1.000</td>
<td>0.322</td>
</tr>
<tr>
<td>Second Car</td>
<td>50</td>
<td>2.88</td>
<td>1.189</td>
<td>-0.714</td>
<td>0.479</td>
</tr>
<tr>
<td>Separate car</td>
<td>50</td>
<td>3.52</td>
<td>1.199</td>
<td>3.066</td>
<td>0.004</td>
</tr>
<tr>
<td>Gift</td>
<td>50</td>
<td>2.48</td>
<td>1.266</td>
<td>-2.905</td>
<td>0.005</td>
</tr>
</tbody>
</table>

**From the above table following inferences were drawn:**
- Since $P = 0.0 < 0.05$ test was significant at 5% levels. i.e. the perception of respondents towards upgrading driving skills while purchasing the used cars was significant at 5% levels.
- Since $P = 0.0 < 0.05$ test was significant at 5% levels. i.e. the perception of respondents towards desire to own car while purchasing the used cars was significant at 5% levels.
- Since $P = 0.002 < 0.05$ test was significant at 5% levels. i.e. the perception of respondents towards Budget constraint while purchasing the used cars was significant at 5% levels.
- Since $P = 0.096 > 0.05$ test was not significant at 5% levels. i.e. the perception of respondents towards Cheaper than new car while purchasing the used cars was not significant at 5% levels.
- Since $P = 0.303 > 0.05$ test was not significant at 5% levels. i.e. the perception of respondents towards Resale Value while purchasing the used cars was not significant at 5% levels.
- Since $P = 0.214 > 0.05$ test was not significant at 5% levels. i.e. the perception of respondents towards Company Image while purchasing the used cars was not significant at 5% levels.
- Since $P = 0.420 > 0.05$ test was not significant at 5% levels. i.e. the perception of respondents towards Availability of Spare Parts while purchasing the used cars was not significant at 5% levels.
- Since $P = 0.322 > 0.05$ test was not significant at 5% levels. i.e. the perception of respondents towards After Sale Services while purchasing the used cars was not significant at 5% levels.
- Since $P = 0.479 > 0.05$ test was not significant at 5% levels. i.e. the perception of respondents towards Second Car while purchasing the used cars was not significant at 5% levels.
- Since $P = 0.004 < 0.05$ test was significant at 5% levels. i.e. the perception of respondents towards Separate Car while purchasing the used cars was significant at 5% levels.
- Since $P = 0.005 < 0.05$ test was not significant at 5% levels. i.e. the perception of respondents towards Gift while purchasing the used cars was not significant at 5% levels.

**For Un-organized Market:**

<table>
<thead>
<tr>
<th>One-Sample t-test</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>t-value</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear title</td>
<td>50</td>
<td>4.18</td>
<td>0.748</td>
<td>11.162</td>
<td>0.000</td>
</tr>
<tr>
<td>Mutual trust</td>
<td>50</td>
<td>3.74</td>
<td>0.899</td>
<td>5.819</td>
<td>0.000</td>
</tr>
<tr>
<td>Genuine Spare parts</td>
<td>50</td>
<td>3.24</td>
<td>0.938</td>
<td>1.809</td>
<td>0.077</td>
</tr>
<tr>
<td>Resale</td>
<td>50</td>
<td>2.56</td>
<td>1.280</td>
<td>-2.430</td>
<td>0.019</td>
</tr>
<tr>
<td>Negotiation</td>
<td>50</td>
<td>3.24</td>
<td>1.364</td>
<td>1.244</td>
<td>0.219</td>
</tr>
</tbody>
</table>

**From the above table following inferences were drawn:**
- Since $P = 0.0 < 0.05$ test was significant at 5% levels. i.e. the perception of respondents towards Un-organized market is to have clear title while purchasing the used cars was significant at 5% levels.
- Since $P = 0.0 < 0.05$ test was significant at 5% levels. i.e. the perception of respondents towards Un-organized market is to have clear title while purchasing the used cars was significant at 5% levels.
- Since $P = 0.077 > 0.05$ test was not significant at 5% levels. i.e. the perception of respondents towards Un-organized market is to have Mutual trust while purchasing the used cars was significant at 5% levels.
- Since $P = 0.019 > 0.05$ test was significant at 5% levels. i.e. the perception of respondents towards Un-organized market is to have Resale while purchasing the used cars was significant at 5% levels.
- Since $P = 0.219 > 0.05$ test was not significant at 5% levels. i.e. the perception of respondents towards Un-organized market is to have Negotiation while purchasing the used cars was not significant at 5% levels.
For Organized Market:

<table>
<thead>
<tr>
<th>One-Sample t-test</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>t-value</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear title</td>
<td>50</td>
<td>4.24</td>
<td>.797</td>
<td>11.002</td>
<td>.000</td>
</tr>
<tr>
<td>Professional assistance</td>
<td>50</td>
<td>3.96</td>
<td>.947</td>
<td>7.170</td>
<td>.000</td>
</tr>
<tr>
<td>Easy financing</td>
<td>50</td>
<td>3.60</td>
<td>1.069</td>
<td>3.969</td>
<td>.000</td>
</tr>
<tr>
<td>Genuine Spare parts</td>
<td>50</td>
<td>3.08</td>
<td>1.175</td>
<td>.481</td>
<td>.632</td>
</tr>
<tr>
<td>After Sales service</td>
<td>50</td>
<td>2.54</td>
<td>1.216</td>
<td>-2.676</td>
<td>.010</td>
</tr>
<tr>
<td>Resale value</td>
<td>50</td>
<td>2.40</td>
<td>1.212</td>
<td>-3.500</td>
<td>.001</td>
</tr>
<tr>
<td>Certification</td>
<td>50</td>
<td>3.20</td>
<td>1.088</td>
<td>1.300</td>
<td>.200</td>
</tr>
<tr>
<td>fair price</td>
<td>50</td>
<td>3.64</td>
<td>.964</td>
<td>4.695</td>
<td>.000</td>
</tr>
<tr>
<td>Extension of Warranty</td>
<td>50</td>
<td>3.14</td>
<td>1.107</td>
<td>.894</td>
<td>.375</td>
</tr>
<tr>
<td>Free service</td>
<td>50</td>
<td>3.52</td>
<td>1.216</td>
<td>3.023</td>
<td>.004</td>
</tr>
</tbody>
</table>

From the above table following inferences were drawn:

- Since P = 0.00 < 0.05 test was significant at 5% levels. i.e. the perception of respondents towards Organized market is to have clear title while purchasing the used cars was significant at 5% levels.
- Since P = 0.00 < 0.05 test was significant at 5% levels. i.e. the perception of respondents towards Organized market is to have Professional Assistance while purchasing the used cars was significant at 5% levels.
- Since P = 0.00 < 0.05 test was significant at 5% levels. i.e. the perception of respondents towards Organized market is to have Extension of warranty while purchasing the used cars was significant at 5% levels.
- Since P = 0.00 < 0.05 test was significant at 5% levels. i.e. the perception of respondents towards Organized market is to have After Sale services while purchasing the used cars was significant at 5% levels.
- Since P = 0.00 < 0.05 test was significant at 5% levels. i.e. the perception of respondents towards Organized market is to have Resale value while purchasing the used cars was significant at 5% levels.
- Since P = 0.001 < 0.05 test was significant at 5% levels. i.e. the perception of respondents towards Organized market is to have Free service while purchasing the used cars was significant at 5% levels.
- Since P = 0.200> 0.05 test was not significant at 5% levels. i.e. the perception of respondents towards Organized market is to have Certification while purchasing the used cars was not significant at 5% levels.
- Since P = 0.00 < 0.05 test was significant at 5% levels. i.e. the perception of respondents towards Organized market is to have Fair Price while purchasing the used cars was significant at 5% levels.
- Since P = 0.375> 0.05 test was not significant at 5% levels. i.e. the perception of respondents towards Organized market is to have Extension of warranty while purchasing the used cars was not significant at 5% levels.
- Since P = 0.004 < 0.05 test was significant at 5% levels. i.e. the perception of respondents towards Organized market is to have Free service while purchasing the used cars was significant at 5% levels.

**REFERENCES**